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- HISTORICAL OBSERVATIONS...**
1. Broad intellectual framework from practices and theories of many disciplines.
 2. Emerged from independent sources and spread through relationships.
 3. Filled unmet need in interactive, fluid world of rapid change and complexity.
 4. Dynamic, contextual, customized and delivered across a set of attributes.
 5. Evolved in open, integral social network from diversity and inclusion perspective.
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- CURRENT TRENDS...**
- * **Global Supply of Coaches**
 - * US Business coaches 40,000
 - * Coaches Outside USA 40,000
 - * Life coaches in world 20,000
 - * Call themselves coach 5,000
 - * Annual coach graduates 25,000

Total: 130,000
 - * **Client Demand for Coaches**
 - * Ratio of potential 'helpers' to clients is large
 - * Want experience first and credentials second
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- SIGNIFICANT ACHIEVEMENTS...**
1. Self-regulated through professional associations
 2. Professional codes of conduct/ethics
 3. Significant coach specific training programs
 4. Increasing academic evidence-based education
 5. Expanding specific research and knowledge base
 6. Proliferation of internal programs
 7. Influenced changes in root disciplines
 8. Extensive media coverage and public recognition
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- DISTURBING TRENDS...**
1. Claims of ultimate authority
 2. Proliferation of credentialing schemes
 3. Inappropriate discipline practice standards
 4. Creation of niche coaching
 5. Influx of parasites
 6. Exclusionary practices of coaching organizations
 7. Coaches with too little experience
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- CHALLENGES: How to....**
- * Ensure a person has the understanding and competence to practice.
 - * Develop a unique global discipline of practice and body of knowledge.
 - * Maintain unique lens on the client as integrate with other practices and disciplines.
 - * Respond to the marketplace demands for distinctiveness from other disciplines.
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WHAT THE FUTURE MAY HOLD...

- * Coaching becomes
 - * A sustainable, mature and valued profession
 - * Institutionalized and bureaucratic
 - * Overtaken by a new discipline/profession
 - * A part of coaching psychology
 - * The dominant worldview and global culture.

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ONE PREFERRED FUTURE...

...Coaching becomes the dominant worldview and global culture.

- * An open, fluid social movement.
- * Spread virally through human relationships and interactions
- * Woven into the fabric of life
- * Communication process and style for human interaction.

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YOUR ROLE IN THE FUTURE...

- * Understand influences on and contributions to coaching.
- * Embrace inclusive definition of coaching that values diversity.
- * Promote collaboration and agility through integral open social network.
- * Support others to effectively use coaching knowledge, skills, and abilities.
- * Model and live coaching moment-by-moment in every interaction.

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COACHING'S FUTURE ROLE...

NETWORK	INNER NET
Presence	
INTERNET	UNIFIED FIELD

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REMEMBER...

Coaching is a social phenomenon for the 21st century and beyond...

And the catalyst to the next stage of human evolution.

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QUESTIONS...

...And Possibly Some Answers

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